IN THE CLAIMS

Please amend the claims as shown below on pages 3 through 8, a marked up version of the prior set of the claims is shown on pages 9 through 21:

Change to:

1. (amended) A framework for analyzing a firm, comprising:

network models for connecting elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes with each input node representing an element of value and each output node representing an aspect of financial performance; and

relationships between said nodes, each said relationship being directional and being characterized by a degree of influence from one node to another; said degree of influence being dependent upon the impact of the element of value represented by said node and its interrelationship with other elements of value.

2. (amended) The framework claimed in claim 1 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

3. (amended) The framework of claim 1 wherein said network models further comprise:

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

4. (amended) The framework of claim 1 further comprising means for training best fit network models that identify the relative impact of each element on the components of value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

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5. (amended) The framework of claim 1 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

6. (amended) The framework claimed in claim 1 where the relationships are quantified for a specified point in time within a sequential series of points in time.

7. (amended) The framework of claim 4 where the components of value are revenue, expense and capital change.

8. (amended) The framework of claim 4 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

9. (amended) The framework of claim 1 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

10. (amended) The framework of claim 1 where the network models are neural nets that are trained using genetic algorithms.

11. (amended) The framework of claim 1 where enterprise growth options and market sentiment are optionally valued.

12. (amended) The framework of claim 1 that further comprises the ability to display the value of the components of value, elements of value, growth options, market sentiment, market value and combinations thereof.

13. (amended) A firm analysis method, comprising:

aggregating firm related data from a variety of sources in accordance with a common data dictionary

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using at least a portion of the data to generate network models which connect the present elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes where each input node representing an element of value, each output node representing an aspect of financial performance and

relationships where each relationship is a function of the impact of each element on other elements of value or an aspect of financial performance;

modifying said network models using one or more future scenarios, each scenario serving to modify the elements of value with consequent effects on the relationships and aspects of financial performance, and

evaluating the scenarios in light of their impact on aspects of financial performance to determine which scenarios should be pursued.

14. (amended) The method of claim 13 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

15. (amended) The method of claim 13 wherein said network models further comprise:

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

16. (amended) The method of claim 13 where the weights from the best fit models are used to identify the net impact of each element of value on revenue, expense and capital change.

17. (amended) The method of claim 13 further comprising means for training best fit network models that identify the relative impact of each element on the components of value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

18. (amended) The method of claim 13 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

19. (amended) The method of claim 13 where the relationships are quantified for a specified point in time within a sequential series of points in time.

20. (amended) The method of claim 17 where the components of value are revenue, expense and capital change.

21. (amended) The system of claim 17 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

22. (amended) The method of claim 13 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

23. (amended) The method of claim 13 where the network models are neural nets.

24. (amended) The method of claim 13 where the firm is a product, a group of products, a division or a company.

25. (amended) The method of claim 13 where enterprise growth options, market sentiment and the impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

26. (amended) The method of claim 13 where the firm data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts receivable system, accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.

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27. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a firm analysis method, comprising:

integrating business related data for a firm using a common dictionary,

using at least a portion of the data to generate network models which connect the present elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes where each input node representing an element of value, each output node representing an aspect of financial performance and

relationships where each relationship is a function of the impact of each element on other elements of value or an aspect of financial performance.

28. (amended) The computer readable medium of claim 27 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

29. (amended) The computer readable medium of claim 27 wherein said network models further comprise:

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

30. (amended) The computer readable medium of claim 27 where the weights from the best fit models are used to identify the net impact of each element of value on revenue, expense and capital change.

31. (amended) The computer readable medium of claim 27 further comprising means for training best fit network models that identify the relative impact of each element on the components of value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

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32. (amended) The computer readable medium of claim 27 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

33. (amended) The computer readable medium of claim 27 where the relationships are quantified for a specified point in time within a sequential series of points in time.

34. (amended) The computer readable medium of claim 31 where the components of value are revenue, expense and capital change.

35. (amended) The computer readable medium of claim 31 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

36. (amended) The computer readable medium of claim 27 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

37. (amended) The computer readable medium of claim 27 where the network models are neural nets.

38. (amended) The computer readable medium of claim 27 where the firm is a product, a group of products, a division or a company.

39. (amended) The computer readable medium of claim 27 where enterprise growth options, market sentiment and the impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

40. (amended) The computer readable medium of claim 27 where the firm data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts

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receivable system, accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.

Marked up original:

1. (amended) —A ~~computer-implemented method~~framework for ~~valuing the elements of value of~~ analyzing a ~~business enterprise~~firm, comprising:

~~organizing historical and forecast business data by component of value and element of value where at least one element of value is intangible, and~~

~~using said data to define a predictive model that identifies the value of each element of value.~~

network models for connecting elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes with each input node representing an element of value and each output node representing an aspect of financial performance; and

relationships between said nodes, each said relationship being directional and being characterized by a degree of influence from one node to another; said degree of influence being dependent upon the impact of the element of value represented by said node and its interrelationship with other elements of value.

2. ~~(amended) The computer-implemented method of claim 1 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.~~(amended) The framework claimed in claim 1 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

3. (amended) —The ~~computer-implemented method~~framework of claim 1 wherein ~~the predictive model is a neural net.~~said network models further comprise:

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

4. ~~(amended) The computer-implemented method of claim 1 wherein the value of the elements of value are displayed using a paper document or an electronic display.~~(amended) The framework of claim 1 further comprising means for training best fit network models that identify the relative impact of each element on the components of

value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

5. ~~(amended) The computer-implemented method of claim 1 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.~~ (amended) The framework of claim 1 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

6. ~~(amended) The computer-implemented method of claim 1 wherein the forecasts for each component of value are selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period and~~

~~Winter's exponential smoothing.~~(amended) The framework claimed in claim 1 where the relationships are quantified for a specified point in time within a sequential series of points in time.

7. (amended) ~~–~~The ~~computer-implemented method~~framework of claim ~~1 wherein~~4 where the ~~intangible element~~components of value ~~is selected from the group consisting of relationships, employees, customers, brands, channel partners~~are revenue, expense and ~~vendors~~capital change.

8. ~~(amended) The computer-implemented method of claim 1 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The framework of claim 4 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

9. ~~(amended) The computer-implemented method of claim 1 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.~~(amended) The framework of claim 1 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

10. ~~(amended) The computer-implemented method of claim 1 wherein determining the value of each element of value further comprises:~~ (amended) The framework of claim 1 where the network models are neural nets that are trained using genetic algorithms.

~~deriving one or more element of value weighting factors from the information for each of two or more elements of value;~~

~~calculating the present value of the components of value; and~~

~~weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product~~

~~of the element of value factors and the present value of each of the components of value.~~

11. ~~(amended) The computer-implemented method of claim 10 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.~~(amended) The framework of claim 1 where enterprise growth options and market sentiment are optionally valued.

12. ~~(amended) The computer-implemented method of claim 10 wherein the element of value weighting factors are summarized into composite variables that characterize the performance of the elements of value.~~(amended) The framework of claim 1 that further comprises the ability to display the value of the components of value, elements of value, growth options, market sentiment, market value and combinations thereof.

13. ~~(amended) The computer-implemented method of claim 10 wherein calculating the composite variable comprises combining element of value weighting factors selected from the group consisting of transaction data, transaction ratios and transaction trends.~~(amended) A firm analysis method, comprising:

aggregating firm related data from a variety of sources in accordance with a common data dictionary

using at least a portion of the data to generate network models which connect the present elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes where each input node representing an element of value, each output node representing an aspect of financial performance and

relationships where each relationship is a function of the impact of each element on other elements of value or an aspect of financial performance;

modifying said network models using one or more future scenarios, each scenario serving to modify the elements of value with consequent effects on the relationships and aspects of financial performance, and

evaluating the scenarios in light of their impact on aspects of financial performance to determine which scenarios should be pursued.

14. ~~(amended) The computer-implemented method of claim 10 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.~~(amended) The method of claim 13 where the aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

15. ~~(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a method for valuing one or more elements of value of a business enterprise, comprising:~~(amended) The method of claim 13 wherein said network models further comprise:

~~organizing historical and forecast business data by component of value and element of value where at least one element of value is intangible, and~~

~~using said data to define a predictive model that identifies the value of each element of value.~~

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

16. ~~(amended) The computer readable medium of claim 15 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.~~(amended) The method of claim 13 where the weights from the best fit models are used to identify the net impact of each element of value on revenue, expense and capital change.

17. ~~(amended) The computer readable medium of claim 15 wherein the predictive model is a neural net.~~(amended) The method of claim 13 further comprising means for training best fit network models that identify the relative impact of each element on the components of value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

18. ~~(amended) The computer readable medium of claim 15 wherein the value of the elements of value are displayed using a paper document or an electronic display.~~(amended) The method of claim 13 further comprising means for training best fit network models that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

19. ~~(amended) The computer readable medium of claim 15 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.~~(amended) The method of claim 13 where the relationships are quantified for a specified point in time within a sequential series of points in time.

20. (amended) –The ~~computer readable medium~~method of claim ~~15 wherein~~17 where the ~~forecasts for each component~~components of value are ~~selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing – reduced time~~

~~period, double exponential smoothing, Winter's exponential smoothing - reduced time period~~revenue, expense and ~~Winter's exponential smoothing~~capital change.

21. ~~(amended) The computer readable medium of claim 15 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.~~(amended) The system of claim 17 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

22. ~~(amended) The computer readable medium of claim 15 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The method of claim 13 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

23. (amended) ~~The computer readable medium~~method of claim ~~15 wherein determining~~13 where the ~~value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time~~network models are neural nets.

24. ~~(amended) The computer readable medium of claim 15 wherein determining the value of each element of value further comprises:~~ (amended) The method of claim 13 where the firm is a product, a group of products, a division or a company.

~~deriving one or more element of value weighting factors from the information for each of two or more elements of value;~~

~~calculating the present value of the components of value; and~~

~~weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product~~

~~of the element of value factors and the present value of each of the components of value.~~

25. ~~(amended) The computer readable medium of claim 25 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.~~ (amended) The method of claim 13 where enterprise growth options, market sentiment and the impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

26. ~~(amended) The computer readable medium of claim 25 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.~~ (amended) The method of claim 13 where the firm data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts receivable system, accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.

27. (amended) ~~A system for valuing the elements of value of a business enterprise, comprising:~~

~~networked computers each with processor~~ computer readable medium having ~~circuitry to execute instructions; a storage device coupled to the processor with~~ sequences of instructions stored therein, which when executed cause the ~~processors to:~~processor in a computer to perform a firm analysis method, comprising:

~~organize historical and forecast business data by component of value and element of value where at least one element of value is intangible, and~~

~~use said data to define a predictive model that identifies the value of each element of value.~~

integrating business related data for a firm using a common dictionary,

using at least a portion of the data to generate network models which connect the present elements of value of said firm to aspects of financial performance of said firm, said network models being further comprised of:

input nodes, hidden nodes and output nodes where each input node representing an element of value, each output node representing an aspect of financial performance and

relationships where each relationship is a function of the impact of each element on other elements of value or an aspect of financial performance.

28. (amended) —The ~~system~~computer readable medium of claim 27 where~~in~~ the ~~computers~~aspects of financial performance are ~~personal computers~~selected from the group consisting of revenue, expense, capital change, market value and combinations thereof.

29. ~~(amended) The system of claim 27 wherein the computer system is a three tier client server system.~~(amended) The computer readable medium of claim 27 wherein said network models further comprise:

summaries of element value drivers applied to said input nodes, each said driver summarizing the impact of said elements on one or more aspects of financial performance, the other elements of value and combinations thereof.

30. ~~(amended) The system of claim 27 wherein the revenue, expense and capital component of value forecasts are optionally summarized into a cash flow forecast.~~(amended) The computer readable medium of claim 27 where the weights from the best fit models are used to identify the net impact of each element of value on revenue, expense and capital change.

31. (amended) —The ~~system~~computer readable medium of claim 27 ~~wherein~~further comprising means for training best fit network models that identify the ~~predictive model is a neural~~relative impact of each element on the components of value where the weights from the best fit models are used to identify the relative contribution of each element of value to each component of value net of any impact on the other elements of value.

32. ~~(amended) The system of claim 27 wherein the value of the elements of value are displayed using a paper document or an electronic display.~~(amended) The computer readable medium of claim 27 further comprising means for training best fit network models

that identify the relative impact of each element on market value where the weights from the best fit model are used to identify the relative contribution of each element of value to market value.

33. ~~(amended) The system of claim 27 wherein the forecast for each component of value is derived from a multivalent combination of forecasts.~~(amended) The computer readable medium of claim 27 where the relationships are quantified for a specified point in time within a sequential series of points in time.

34. (amended) –The ~~system~~computer readable medium of claim ~~27 wherein~~31 where the ~~forecasts for each component~~components of value are ~~selected from the group consisting of prior 3 period average, prior 6 period average, prior 12 period average, prior 15 period average, prior 18 period average, prior 26 period average, prior period actual, prior period actual multiplied by (prior period actual/2 periods prior actual), prior period actual multiplied by (1 + 3 period average period to period trend), prior period actual multiplied by (1 + 6 period average period to period trend), prior period actual multiplied by (1 + 12 period average period to period trend), prior period one quarter ago, prior period six months ago, prior period one year ago (seasonal), prior period two years ago, average of (prior period one year ago + prior period one period before the period one year ago + prior period one period after one year ago), average quarter during last year - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + most recent quarter to quarter growth rate) - converted to monthly or weekly forecast as appropriate, average quarter during last year multiplied by (1 + average quarterly growth last year) - converted to monthly or weekly forecast as appropriate, average period last year, average period last year multiplied by (1 + average period growth last year), simple weighted average, heavy weighting to most recent 3 periods, simple weighted average, heavy weighting to most recent 12 periods, simple weighted average, heavy weighting to periods one year ago, damped trend exponential smoothing - reduced time period, damped trend exponential smoothing, single exponential smoothing - reduced time period, single exponential smoothing, double exponential smoothing - reduced time period, double exponential smoothing, Winter's exponential smoothing - reduced time period~~revenue, expense and ~~Winter's exponential smoothing~~capital change.

35. ~~(amended) The system of claim 27 wherein the intangible element of value is selected from the group consisting of relationships, employees, customers, brands, channel partners and vendors.~~(amended) The computer readable medium of claim 31 where the relative contributions to the components of value are combined with the present value of said components of value to determine the current operation value of each element of value.

36. ~~(amended) The system of claim 27 wherein business data is obtained from a group of systems consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.~~(amended) The computer readable medium of claim 27 where the elements of value are selected from the group consisting of brands, customers, employees, equipment, partnerships, production equipment, vendors and combinations thereof.

37. ~~(amended) The system of claim 27 wherein determining the value of each element of value further comprises evaluating all elements of value at the same time within a sequential series of points in time.~~(amended) The computer readable medium of claim 27 where the network models are neural nets.

38. ~~(amended) The system of claim 27 wherein determining the value of each element of value further comprises:~~ (amended) The computer readable medium of claim 27 where the firm is a product, a group of products, a division or a company.

~~deriving one or more element of value weighting factors from the information for each of two or more elements of value;~~

~~calculating the present value of the components of value; and~~

~~weighting the information concerning the two or more elements of value according to the element of value weighting factors, with the value equaling the sum of the product of the element of value factors and the present value of each of the components of value.~~

39. ~~(amended) The system of claim 38 wherein the element of value weighting factors are selected from the group consisting of transaction data, transaction ratios and transaction trends.~~(amended) The computer readable medium of claim 27 where enterprise growth options, market sentiment and the impact of different scenarios are optionally valued and displayed using a paper document or electronic display.

40. ~~(amended) The system of claim 38 wherein the element of value weighting factors are summarized into composite variables that characterize the performance of the elements of value.~~(amended) The computer readable medium of claim 27 where the firm data includes data captured from the group consisting of a basic financial system, a human resource system, an advanced financial system, a sales system, an operations system, accounts receivable system, accounts payable system, capital asset system, inventory system, invoicing system, payroll system,. purchasing system, the Internet and combinations thereof.

~~41. (amended) The system of claim 38 wherein calculating the composite variable comprises combining element of value weighting factors selected from the group consisting of transaction data, transaction ratios and transaction trends.~~

~~42. (amended) The system of claim 38 wherein determining the value of each element of value weighting factor further comprises evaluating all elements of value at the same time within a sequential series of points in time.~~